

Experian's Data BridgeSM powers Innovative Postcards' mailing list services



Client

Innovative Postcards is a leading provider of direct-mail promotions, specializing in full-service color post card design, printing, list and mailing services. Its products and services are backed by more than three decades of experience in the advertising, print and software industries. The San Diego-based company provides turnkey solutions for building effective direct-marketing post card campaigns. Innovative Postcards' primary point of customer contact is through its Web site, which receives more than 97 percent of its monthly online traffic from users who access the site directly — nearly 50 percent of whom are new users.

Challenge/Objective

As Innovative Postcards ramped up its initial online launch in the B2B direct-mail promotion market, the company set a primary goal of positioning itself as a thought leader and top competitor offering complete post card mailing services. The company identified the need to enhance its existing design, printing and mailing services and capabilities with an easy-to-use list generating solution that could be integrated quickly and seamlessly into its existing architecture, without requiring additional in-house development. In addition to function and ease of use, the company needed a list service powered by the most up-to-date information available in order to connect it with its most receptive customers as well as avoid costly duplicate and return mailings to provide greater return on investment.

"We recognized early on that in order to become a true leader in the market, we needed a strategic partner that could offer the most competitive information solutions," says Randy Gerson, director of Marketing for Innovative Postcards.

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"After researching the leading information providers, we identified Experian as the only information solutions company that could meet our needs. They offered the best time-in-market data and customer service and maintain the best overall industry reputation in data integrity."

Solution

Innovative Postcards consulted with Experian, which first worked with the company's executive team to identify its primary markets to ensure that Innovative Postcards and its customers received the most relevant data to build their mailing lists. Experian[®] suggested its List Link Data BridgeSM prospect solution, which provides users with direct access to real-time marketing data from Experian's leading data sources containing the most up-to-date information on more than 215 million individuals and 110 million households across the United States.

Because Innovative Postcards sought to impact several vertical markets of varying sizes, Experian determined that the company and its customers would benefit most from a range of several different data sources, including its INSOURCESM consumer database, National Business Database, New Homeowners DatabaseSM and New Movers Database.SM As the first List Link Data Bridge client to have access to all four of these data sources, Innovative Postcards was able to conduct targeted proximity searches to match to predetermined geographic and business profiles (e.g., a small restaurant in a particular metropolitan area) in order to effectively reach its most receptive customers.

During the implementation of the Data Bridge solution, Experian also coordinated the development of the necessary software systems needed to interface with Innovative Postcards' technology architecture. Once in place, Data Bridge seamlessly integrates with the existing Web site to provide a trouble-free and expedient interface to build the mailing lists by seamlessly accessing Experian data sources without leaving the Innovative Postcards site.

"Our clients needed to quickly and easily access the most up-to-date consumer and business information available, and Experian delivered the only solution that offered the breadth and depth of information and ease of use we desired, along with the ability to fulfill the tight timelines required to meet our targeted launch date," says Gerson. "Experian's data has simplified the ordering process for Innovative Postcards' customers by giving them the ability to execute their direct-marketing campaigns online and easily deliver them directly to their prospects."

Results

Innovative Postcards' mailing list services are powered solely by Experian data and the List Link Data Bridge solution. The company has completed two identical waves of post card mailings across its four primary vertical market focuses. Because of the superior recency and hygiene provided by INSOURCE, Innovative Postcards quickly improved the overall effectiveness of its initial campaigns through a significant drop in the amount of duplicate and/or returned mailings. Between the first two waves of mailings, return rates dropped an average of 2.44 percent across all four markets, with some markets experiencing improvement up to 3.52 percent.

"Only Experian has the breadth and depth of data, coupled with the marketing experience, to allow customers to integrate the highest-quality consumer and business information in the industry into their direct-marketing campaigns," says Gerson. "By powering our mailing list services with Experian's data and solutions, we have not only increased the effectiveness of our current clients' mail campaigns, but also have gained several new client prospects specifically based on our mailing list services and the return on investment they have proven they can deliver."

First card mailing			
Market	Quantity mailed	Returns	Percentage
Restaurants	9,355	529	5.65%
Fitness	1,052	65	6.18%
Home improvement	4,068	223	5.48%
Art galleries	704	43	6.11%
Second card mailing*			
Market	Quantity mailed	Returns	Percentage
Restaurants	9,355	511	5.46%
Fitness	1,052	28	2.66%
Home improvement	4,068	92	2.26%
Art galleries	704	23	3.27%

*Through a combination of Experian's B2B consultation and expertise, data hygiene solutions and its own internal hygiene practices, Innovative Postcards experienced significant reductions in return rates for the lists used to target its primary verticals.